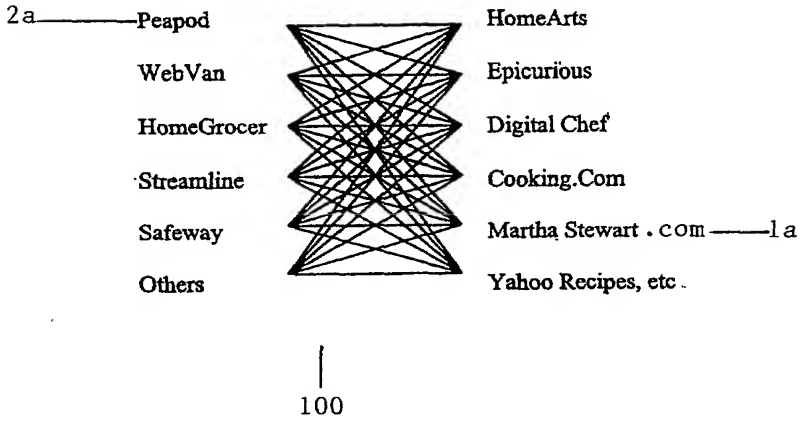
FIG. 1 (Prior Art)



20040809.0947

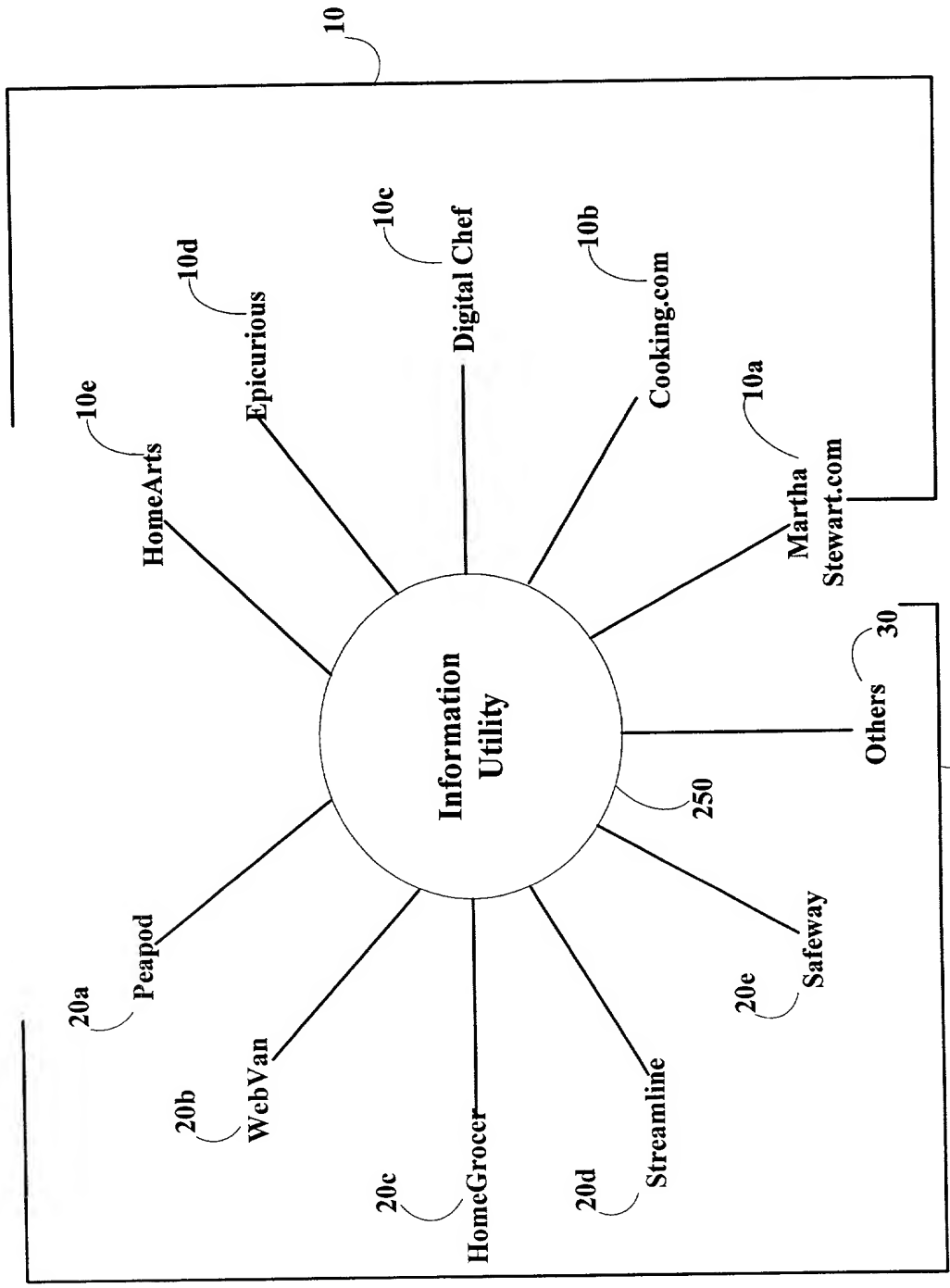


FIG. 2

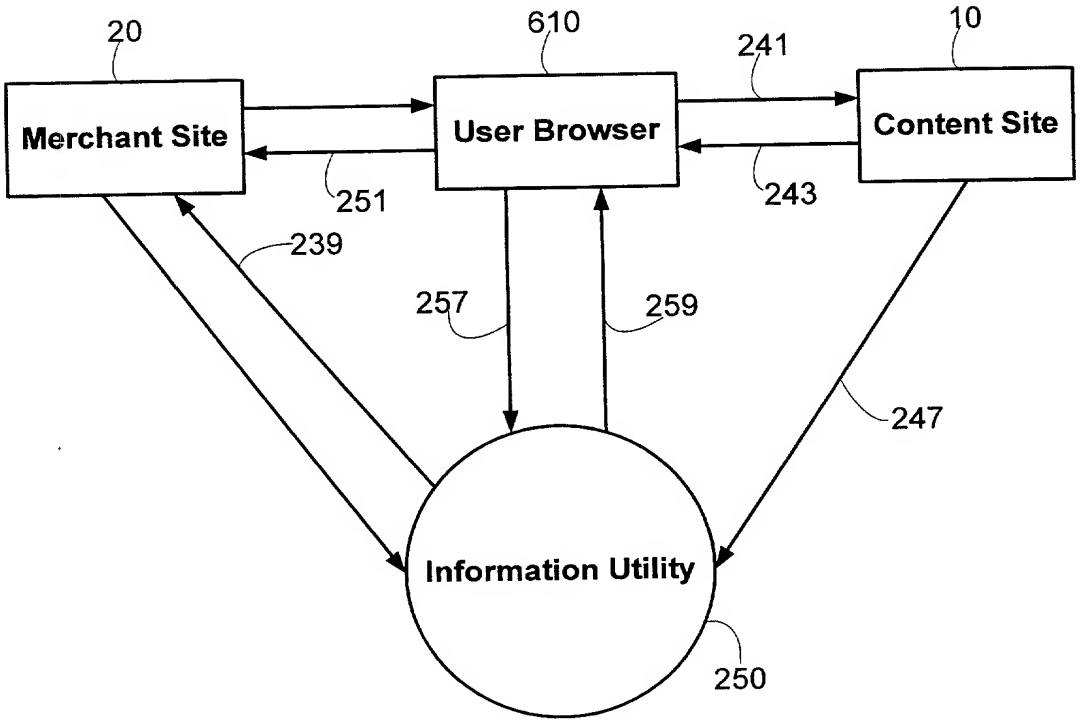

20
610
241
10
Merchant Site
User Browser
Content Site
251
243
239
257
259
247
Information Utility
250

FIG. 3a

10027406 - 040402

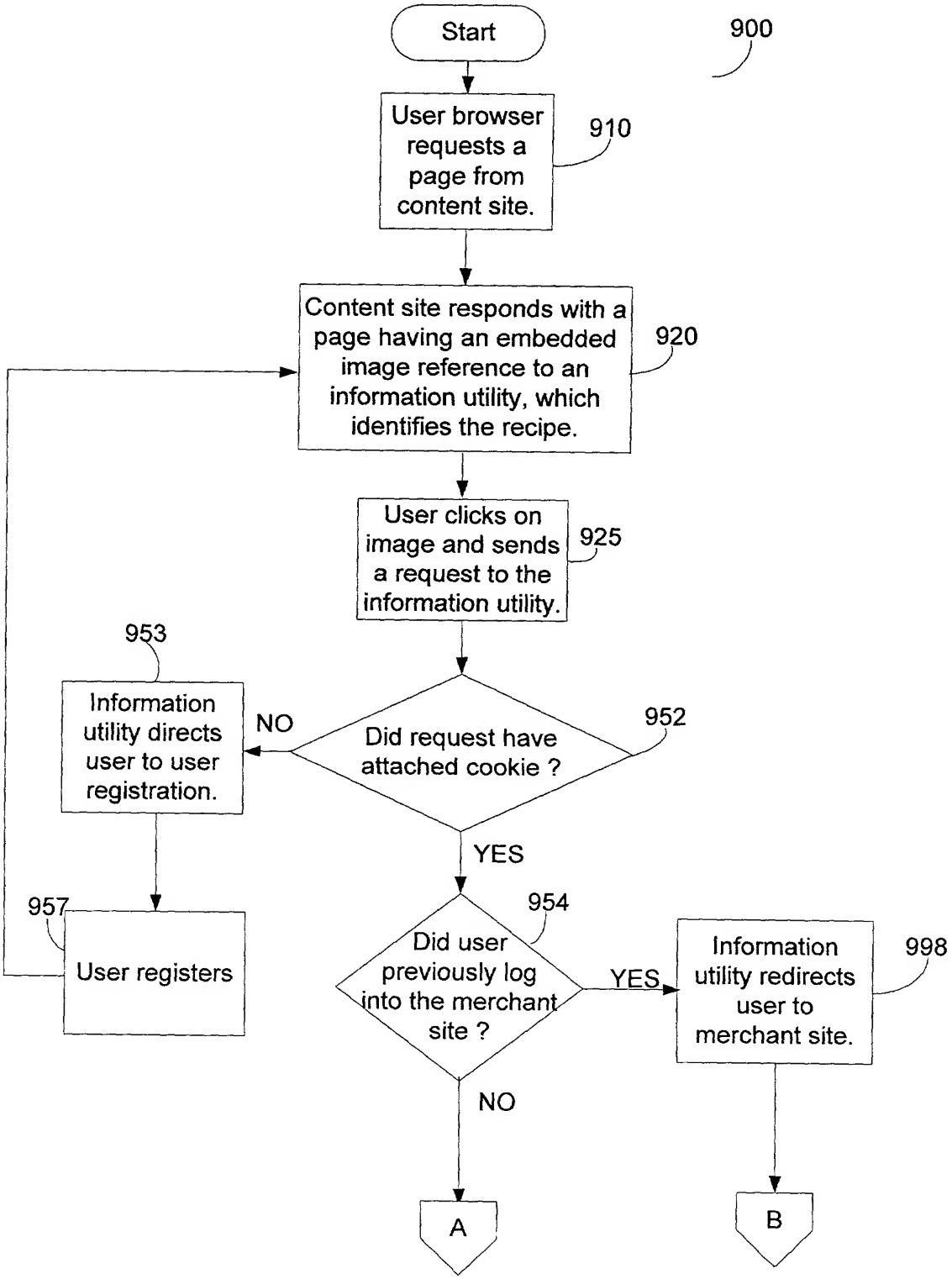


FIG. 3b

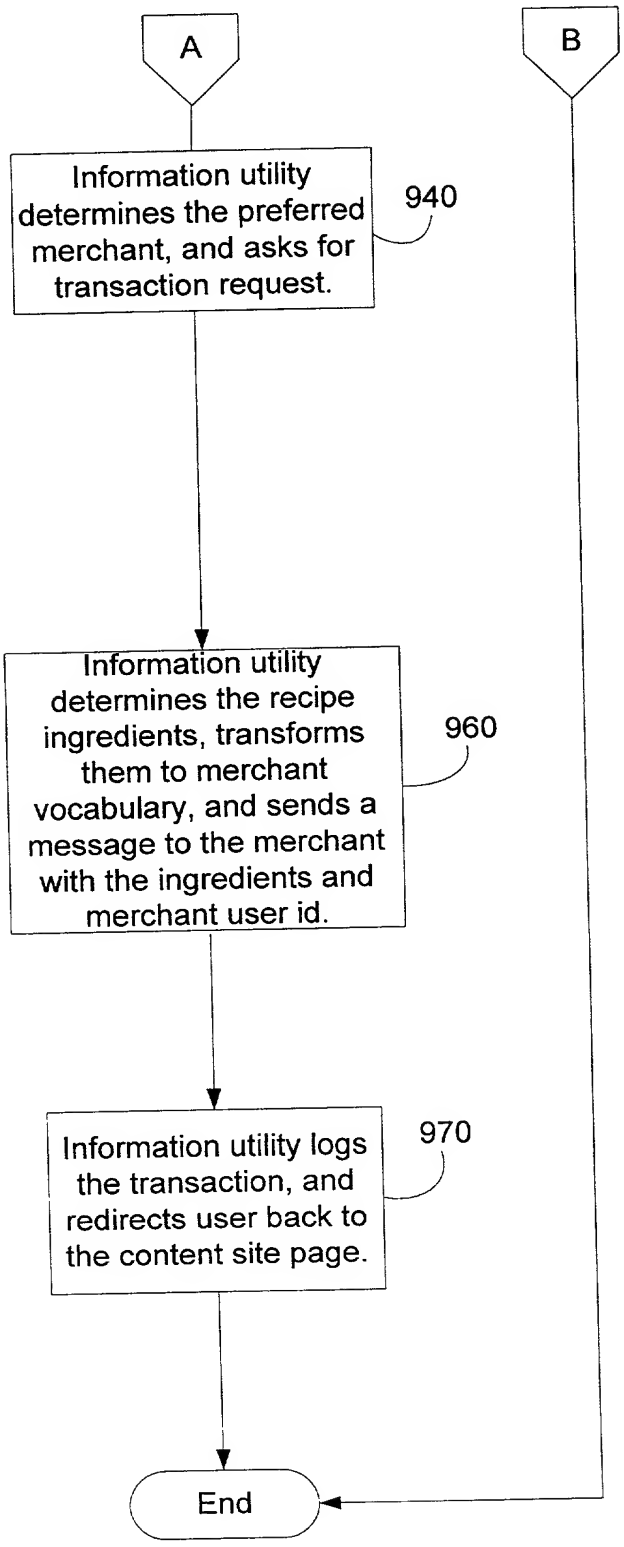

A
B
Information utility determines the preferred merchant, and asks for transaction request.
940
Information utility determines the recipe ingredients, transforms them to merchant vocabulary, and sends a message to the merchant with the ingredients and merchant user id.
960
Information utility logs the transaction, and redirects user back to the content site page.
970
End

FIG. 3b, cont.

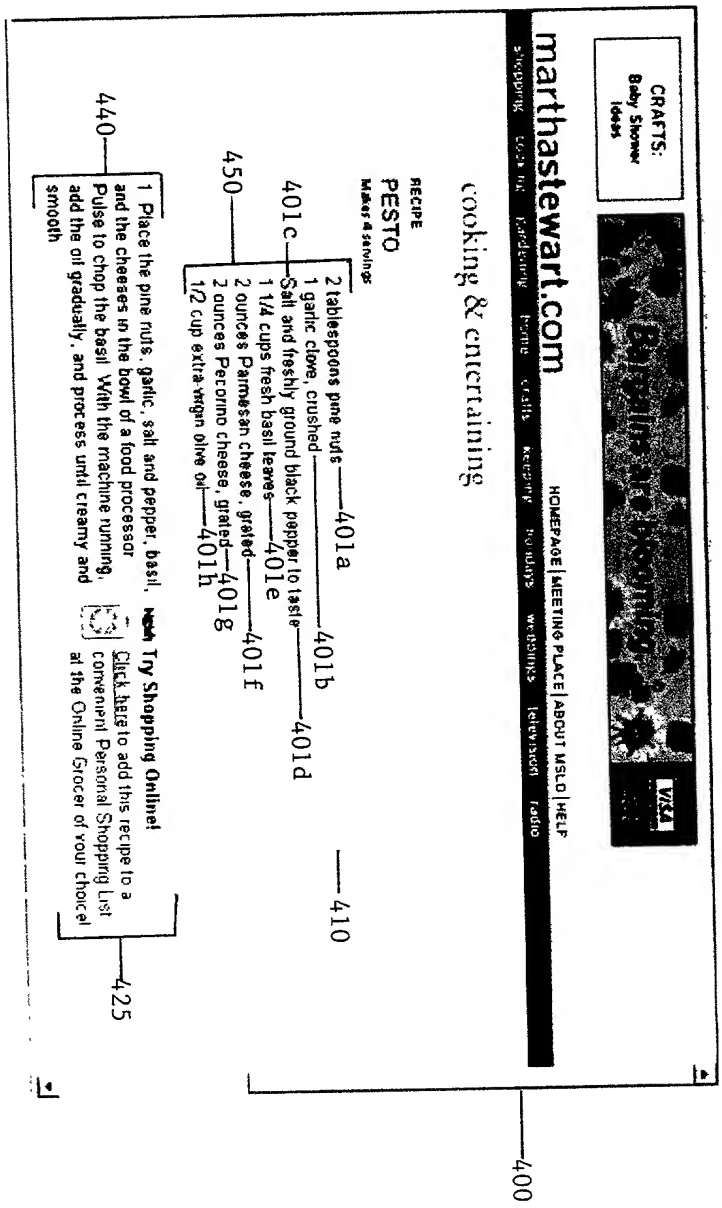


FIG. 4a

10027406 - 041602

20040707.0947.2007

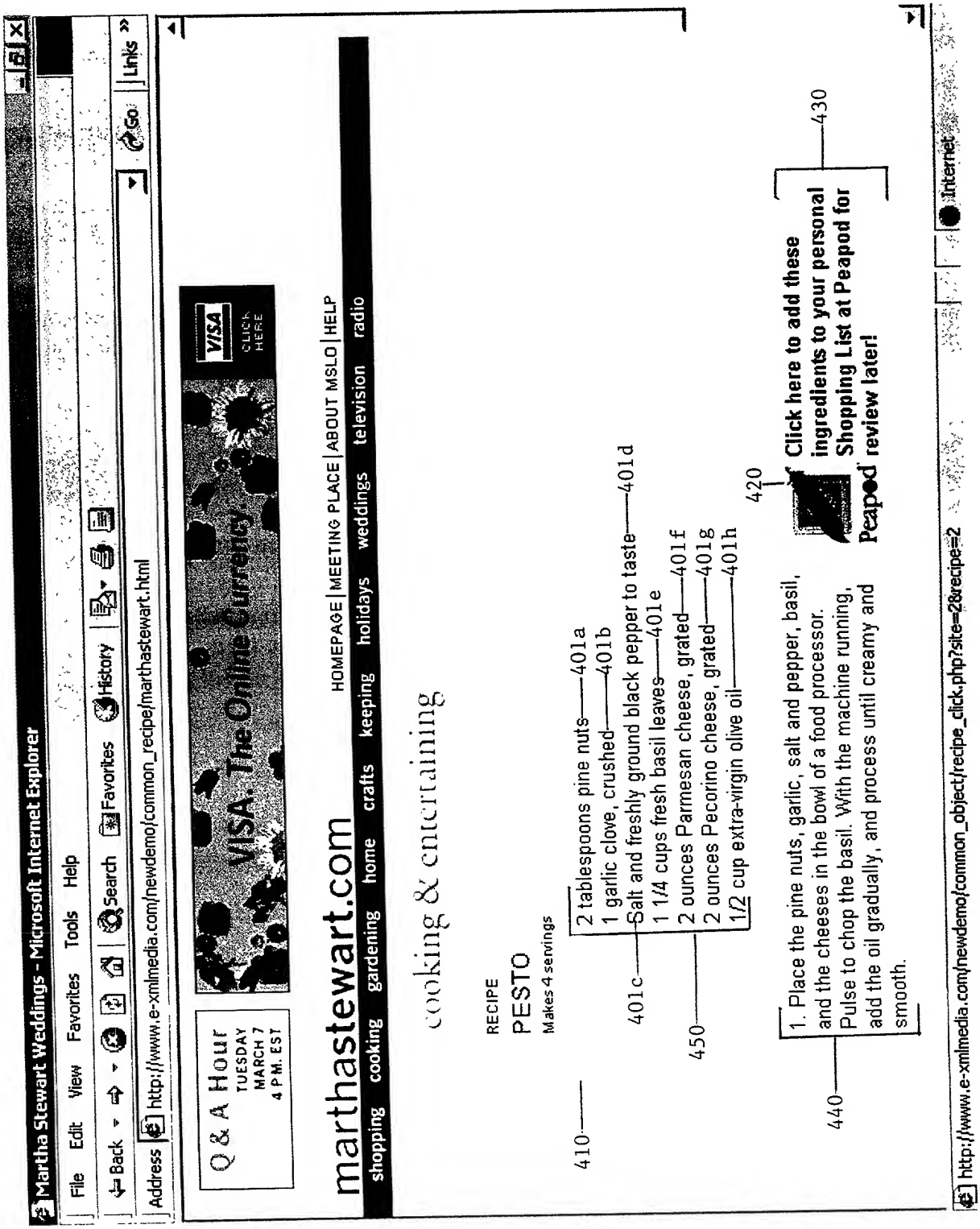


FIG. 4b

Google Exhibit 1005

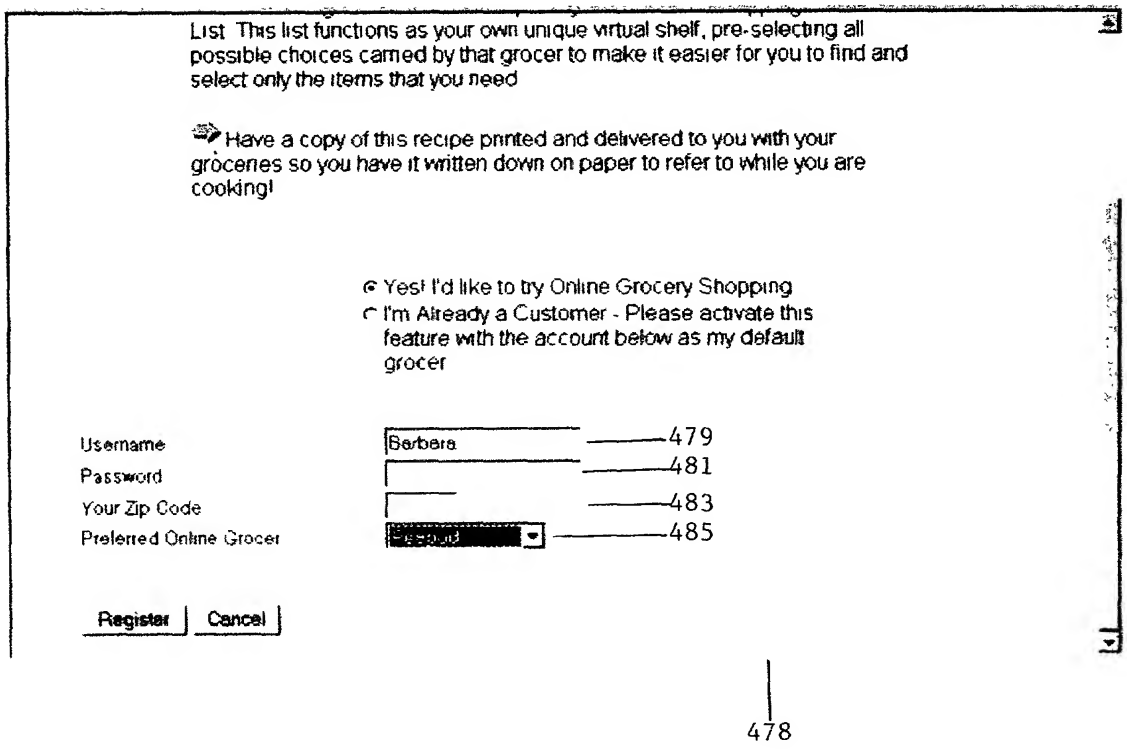


FIG. 4c

10/27/2004

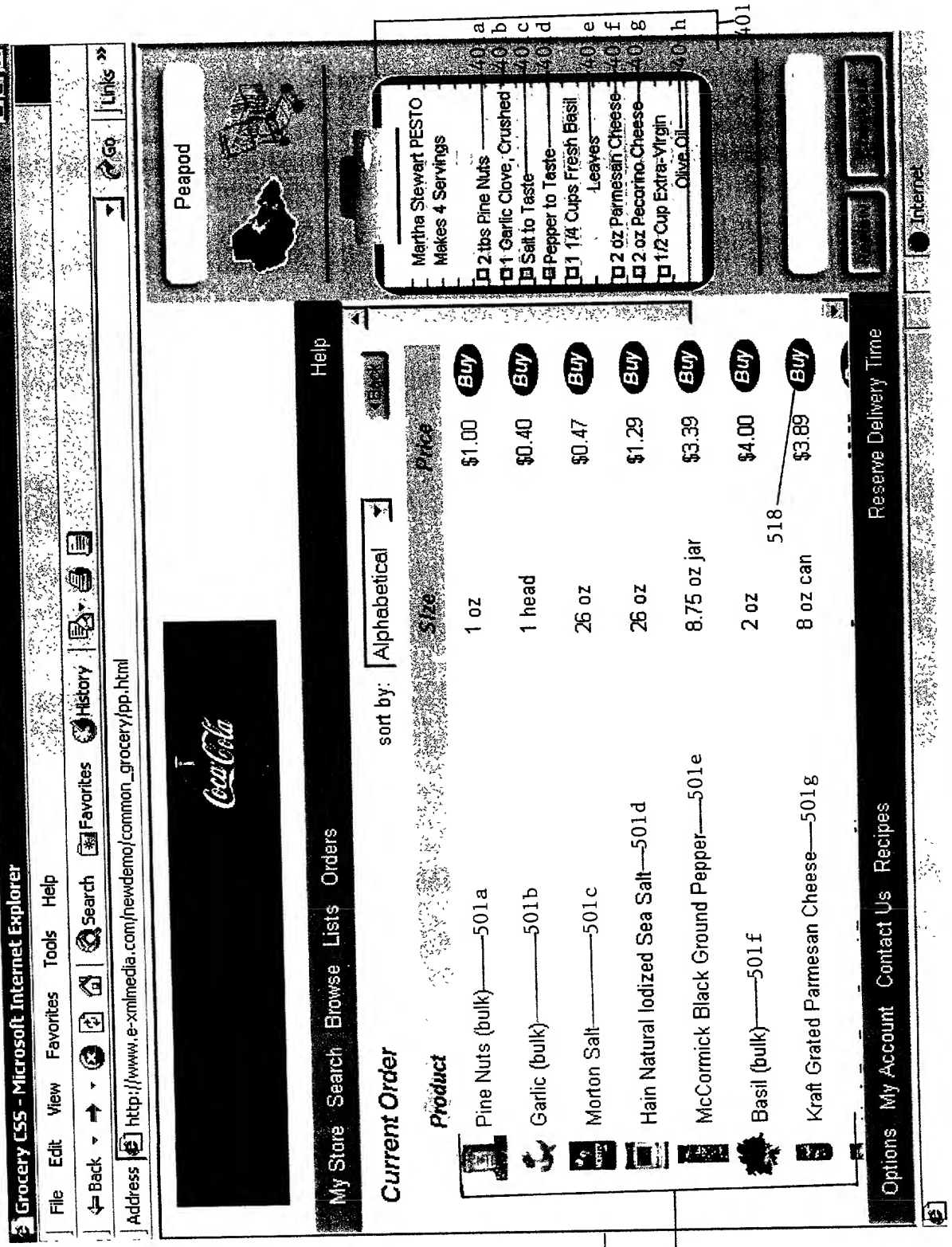


FIG. 5

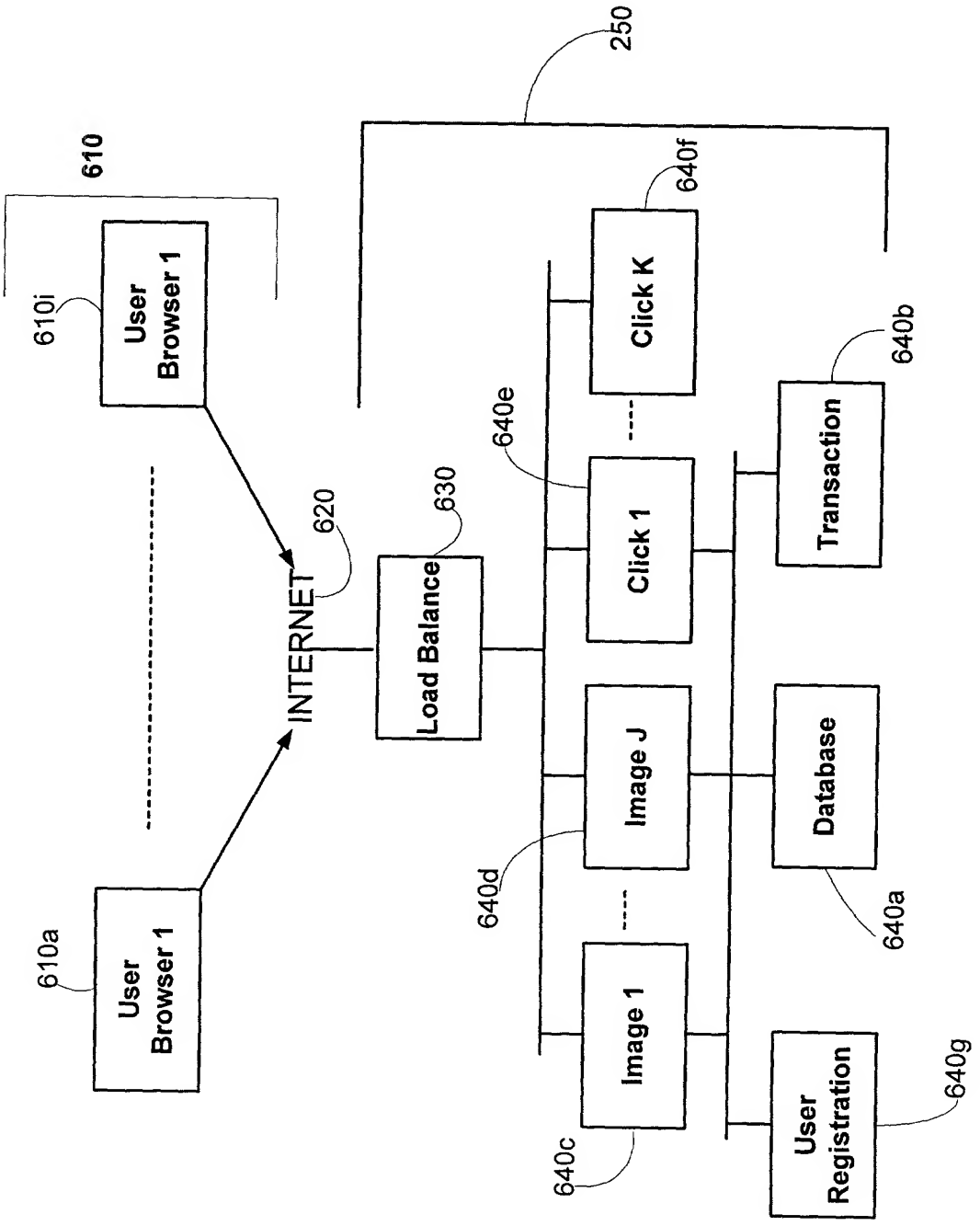

250
610
610i
User Browser 1
610a
User Browser 1
INTERNET
620
Load Balance
630
640e
Click 1
640f
Click K
640b
Transaction
640d
Image J
640c
Image 1
640a
Database
User Registration
640g

Fig. 6

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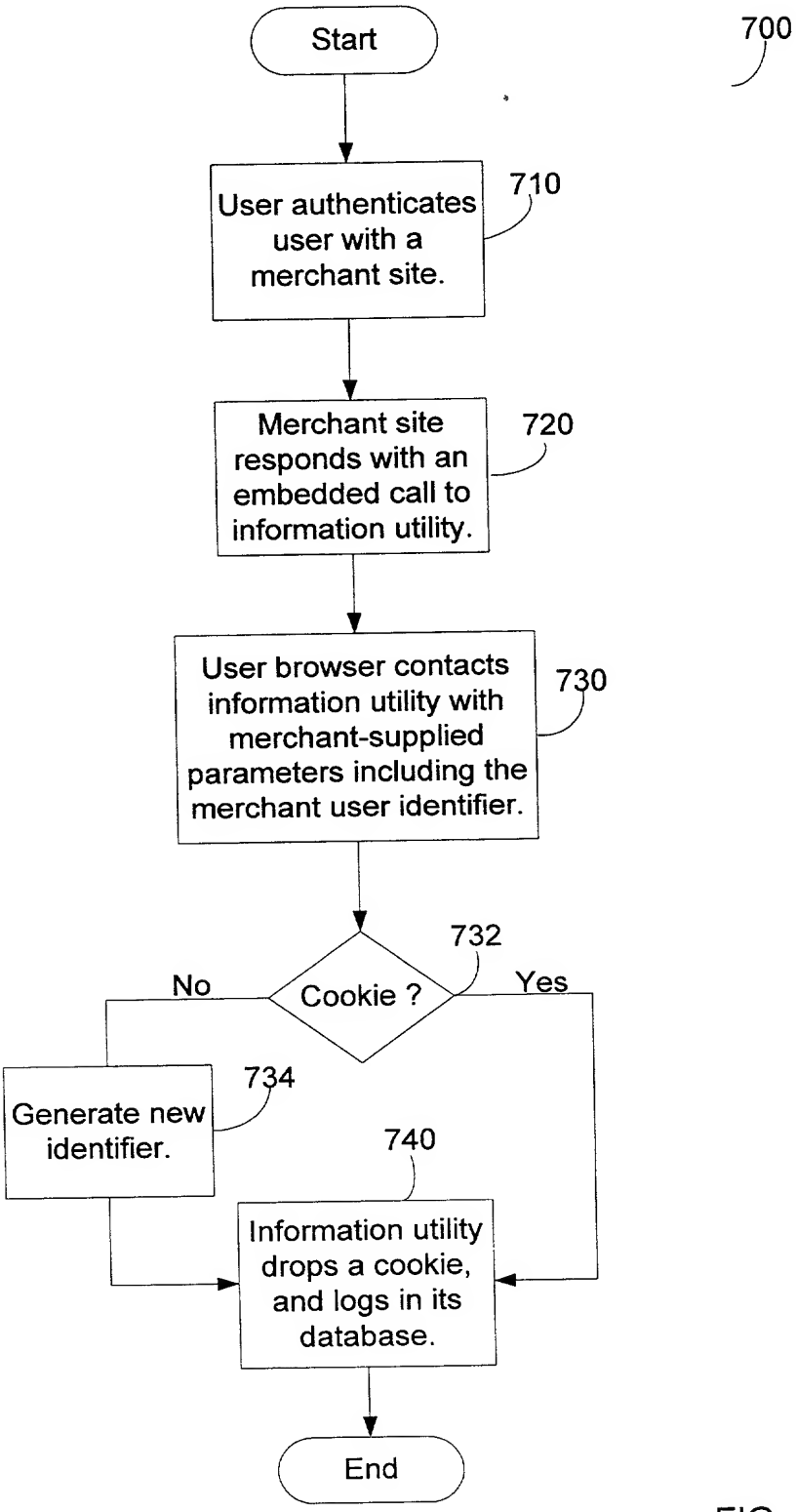

FIG. 7

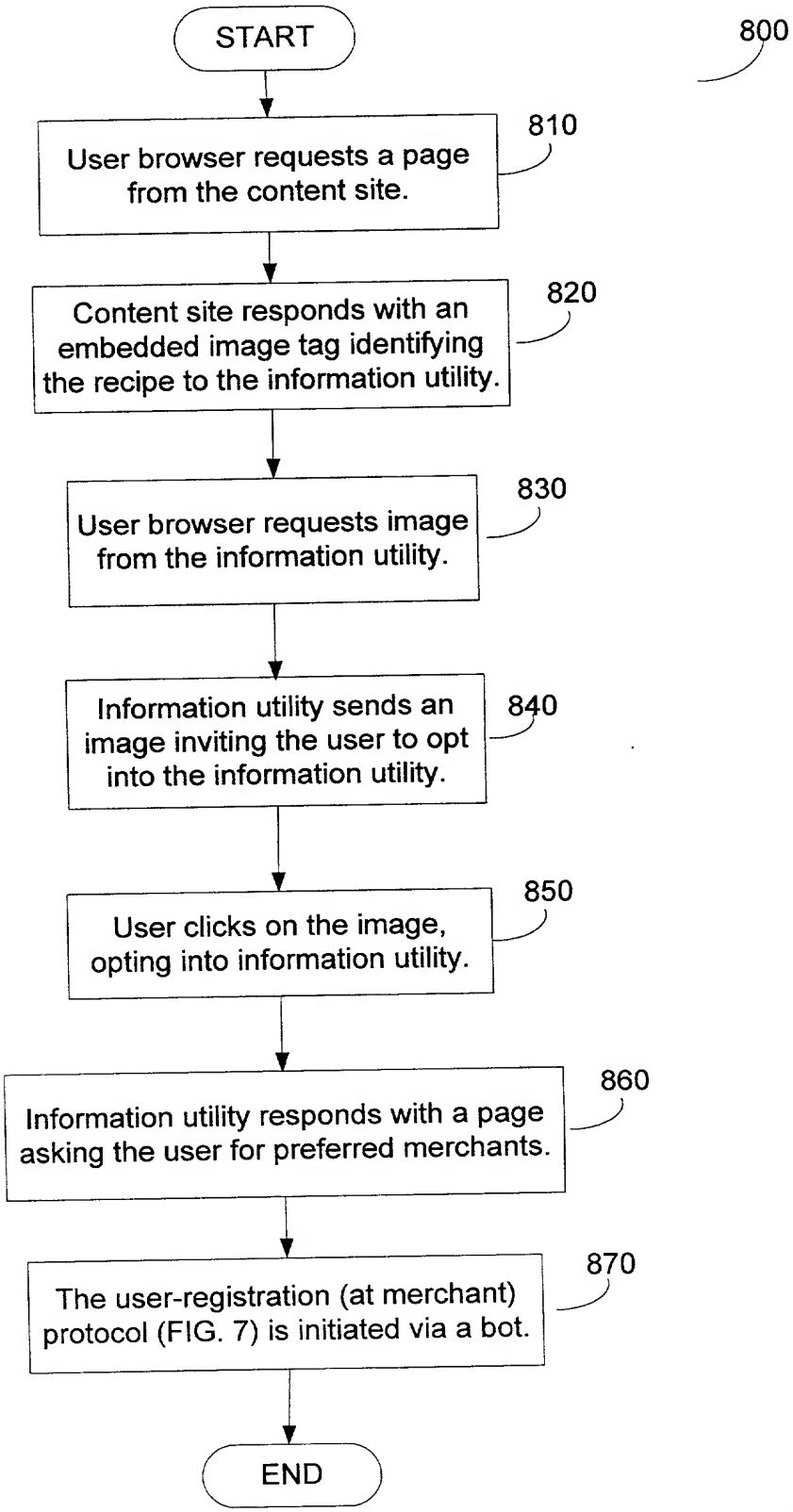

FIG. 8

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